

Job Title:	Downtown Manager
Job Description Number:	2108
Department/Division:	Economic Development/Administration
Exemption Status:	Exempt
Pay Grade:	110
Immediate Supervisor:	Economic Development Manager
Normal Work Schedule:	Mon-Fri, 8 hours/day

Brief Description of the Job:

Encourage high quality growth and development to broaden the tax base for downtown. Provide support for existing businesses and residents to ensure retention of existing tax bases. Other key components include planning and project management for real estate development and business recruitment projects. Work through downtown business and stakeholder issues to retain existing investments; develop a variety of statistics and overall trends impacting the central business district; and develop public relations and marketing campaigns. Provide City bus and trolley tours as well as downtown walking tours to groups; represent the City on boards; provide team leadership in City projects in the downtown area.

Essential Functions:

Project and Program Coordination (30%): Serve as a liaison between the City and private developers. Coordinate multiple departments in relation to a development project including coordination meetings. Structure, negotiate, write, and submit development agreements to developers, City departments and ultimately City Council for their approval. Ensure City fulfills obligations from development agreements. Prepare Capital Improvement Program (CIP) requests for City's annual CIP process, ultimately planning for physical improvements to downtown. Coordinating property matters such as acquisitions and sales. Coordinate with other departments on issues such as Downtown Nightlife Committee and its impacts on downtown businesses and residents.

Downtown Business and Stakeholder Issues (Retention) (20%): Professional interaction with downtown stakeholders and troubleshoot on a myriad of issues related to downtown development and an urban environment, often in high visibility situations with the public. Explain city policies and procedures in an effective yet friendly way. Listen to complaints/concerns while working to find solutions within regulatory framework or provide referrals to the expert within the City to best address the issue. Relay needs and desires of downtown stakeholders to City officials. Monitor issues of living and working in a mixed-use environment. Follow up with stakeholders on the issues. Serve as the City's liaison to business and downtown neighborhood groups.

Promote Downtown District (20%): Create strategies for new business recruitment. Develop GIS maps to show development project pipeline. Develop and implement strategies to fill vacant space and encourage investment. Implement master plans for downtown. Stay current on available properties downtown. Build the City's rapport with real estate broker community by providing data and various information to assist brokers as they work with clients interested in downtown. Plan quarterly broker

breakfast meetings for local business and real estate community. Monitor current real estate market trends and data. Collaborate with city crews on streetscape and overall improvements to downtown. Collaborate on marketing and signage packages. Monitor the City's Parking System and maintain a general working knowledge of the system. Identify opportunities to stimulate private investment. Represent the City in presentations to community and business groups. Partner with other economic development organizations. Recommend programs and public/private partnerships for key development projects.

Downtown Planning (15%): Conduct technical and practical research of planning issues. Write ordinances and resolutions for City Council. Conduct occasional surveys to ascertain demand and public opinion. Prepare Requests for Proposals for master plans, downtown development sites, etc. Attend downtown-related public meetings such as Design Review Board, Planning Commission, Board of Zoning Appeals, and City Council. Provide feedback for staff reports on downtown applications. Stay current on planning trends and processes. Strategically think about downtown and its future/identifying issues or concerns that may impact its continued growth and development. Strategically use available funding from the Tax Increment Financing Districts and other funding sources to promote additional development.

Downtown Public Relations (10%): Meet with media and perform on-camera and telephone interviews about downtown projects. Create downtown-related e-newsletters (projects, retail, dining, and other news.) Update downtown flyers such as downtown facts and figures, pedestrian counts, project sheets, and more. Ensure downtown news articles and media mentions are available for prospect packets. Prepare the annual Downtown Visitors Guide/Map and occasional downtown advertisements for magazines. Apply for annual Accommodations Tax funding to support the Downtown Visitors Guide/Map and downtown tourist signage needs. Network with City's business partners including but not limited to the Chamber, Greenville Area Development Corporation, Upstate SC Alliance, and Convention and Visitors Bureau.

Downtown Research and Economic Statistics (5%): Track occupancy and rental rates for downtown to determine trends. Compile and analyze business license data to determine number of new restaurants, retailers, office tenants, and general trends over periods of time. Update Greenville Prospector web-site with downtown available properties.

Other duties and responsibilities as assigned.

Physical Demands

Overall Strength Demands: Light strength demands include exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly AND/OR walking or standing to a significant degree.

Physical Demands: Continuously requires fine dexterity, vision, hearing, and talking. Frequently requires standing, walking, and sitting. Occasionally requires lifting, carrying, reaching, handling, pushing/pulling, and bending. Rarely requires kneeling, climbing, foot controls, balancing, crouching, and twisting.

Machines, Tools, Equipment, and Work Aids: Telephone, fax machine, calculator, copier, vehicle, paper cutter, and similar office tools.

Computer Equipment and Software: Personal computer, printer, scanner, speakers, ArcGIS software, Microsoft Word, PowerPoint, Excel, Access, Outlook, Publisher, Adobe software, Internet Explorer, City Net, and MapIt.

Working Conditions

Overall Working Conditions: Satisfactory: Occasional exposure to unpleasant environmental conditions and/or hazards.

Environmental Factors: Daily exposure to extreme temperature.

Health and Safety: Rare exposure to angry public citizens.

Primary Work Location: Office Environment.

Protective Equipment Required: None.

Non-Physical Demands

Frequently requires time pressures, frequent change of tasks, performing multiple tasks simultaneously, and working closely with others as part of a team. Occasionally requires emergency situations, irregular schedule/overtime, tedious or exacting work, and noisy/distracting environment.

Job Requirements

Formal Education: Bachelor's degree or equivalent in Planning, Economics, Public Administration, Business, or related field is required. Graduate work or an advanced degree in Planning, Economics, Public Administration, Business, or a related field is preferred.

Experience: Over four years of experience in real estate, planning, or economic development are required.

Driver's License Required: Class D South Carolina license.

Certifications and Other Requirements: None.

Job Demands

Reading: Advanced Level: Ability to read, analyze, and interpret general business periodicals, professional journals, technical journals and procedures, financial reports, legal documents, and governmental regulations as well as literature, books, reviews, reports, and abstracts.

Math: Intermediate Level: Ability to deal with a system of real numbers; and practical application of fractions, percentages, ratios/proportions and measurement.

Writing: Advanced Level: Ability to write policies, contracts, speeches, formal presentations, and/or technical and legal documents and correspondence.

Human Collaboration Skills: Recommendations regarding policy development and implementation are made and/or recommended. Contact may involve support of controversial positions or the negotiation of sensitive issues or important presentations. Evaluates customer satisfaction, develops cooperative associations, and utilizes resources to continuously improve customer satisfaction. Work has a high impact on the organization. External contacts include Chamber of Commerce, Downtown Business Association, West End Association, business and property owners associations, commercial realtors, developers, CVB, Citizen task forces, financial institutions, Media, Design and Preservation Commission, and Planning Commission. Internal contacts include City Manager, Legal, Building and Zoning, GIS, Public Works, Parks and Grounds, Public Information, Police, Finance, Community Development, Traffic Engineering, and Engineering departments.

Management and Supervision: Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees.

Technical Skill: Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization. Advanced application: Work affects accuracy of multiple projects.

Fiscal Responsibility: Position does research for budget forms and requests, prepares draft documents, and oversees non-discretionary expenditures for a specific program, grant, or project.

Freedom to Act and Impact of Action

Receive General Direction: The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically. Significant impact of action: Considerable benefits or costs in time, money, or public/employee relations.

Disclaimer

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.